

Force—Force to the Utmost—Depends on Dollars—Dollars to the Utmost.

Milk Prices Up Again, In More Ways Than One

The Bottom Drops Out of the Meat Market—Ask Your Butcher About It

Sweet Potatoes, Apples and Onions Make the Only Claims to Cheapness

Edited by ANNE LEWIS PIERCE, Director of the Tribune Institute

PRICES will keep on chasing themselves 'round and 'round in a vicious circle," said the food official, "until we have a proper market system. A drop in price is absorbed before it gets to the consumer. The retailer doesn't get any undue advantage except occasionally, and then he is usually evening up for some previous loss. Where are your retailers that wear diamond studs? We must stop abusing individuals, chasing the elusive profiteer and revise our system of food handling." And the F. O. turned grimly to his task of compromising the claims of producer, distributor and consumer, the while he tried to win the war with food.

THE FARMER SPILLS THE MILK

The Tribune: Are the prices on attached slip warranted? Milk is practically beyond the reach of the poor, to whom it was formerly a valuable addition to many a slim meal. E. H., New York City.

The "attached slip," issued by one of our leading milk distributors, not only announced a 2 cents a quart increase in the price of milk (16 cents a quart bottle, Grade B), but bore a bold-faced heading to the effect that said prices were approved by the state and Federal food administrators. No one at the Federal Food Board will admit any such approval and a compromise is very definitely demanded. A conference of all concerned has been going on behind closed doors for two days. Milk prices are "blanked" on the Food Board's announcement sheet, and at the time of going to print we can be sure of only three things:

First—If milk can't be produced more cheaply than this then Uncle Sam must shoulder another job and sell milk at cost, for the important part of the population under two years of age must have it or die—they can't substitute—and then what good will it do to win the war?

Second—It is the farmer, not the distributor, who demands this two cents a quart—and there is a side to his story.

Third—The Sheffield Farms Company, Inc., and any other distributor who issued this announcement were unfortunate in putting the state and Federal food boards' approval in such bold type—a microscopic italic would have been better. These boards will undoubtedly permit only such advance in price as is absolutely necessary to maintain the industry.

The farmer pleads, with some justice, high and scarce feeds, scanty, high priced and inefficient labor and a need for more money to buy Liberty bonds, that his community may not scorn him. Milk always costs more to produce in the winter and is scarcer. The farmer is making up for years of no bookkeeping by a frenzy of charging everything he can think of, from his wife's labor to thrift stamps, up to the cost of milk. It is a bad time to make the change. But if patriotism and common sense and an all-round consideration of the greatest good for the greatest number can bring any order out of this chaos it will be done by the food administration. Producing milk at cost or at a temporary loss is a higher patriotic duty even than buying an extra bond. It could be done during the December shortage and evened up in the June of plenty.

In the meantime we must wait for the food administrators, producers and distributors to emerge from their secret struggle.

BEEF, LAMB ET AL

THE wholesale meat market is a wreck—the bottom has dropped out of it, say the experts, and everything has fallen through. The retail market is holding up pretty well, however, but perhaps they haven't heard the news yet, or haven't bought meat at the new prices.

To begin with, there is no first-class meat except a small amount, locally killed. The market is flooded with second grade, grass fed, lightweight cattle—wholesome, but a bit chewy, not just the brightest color, nor so good eating as a corn-fed, heavy steer. The drought in the Southwest and the labor situation combine to rush these cattle to market. They sell wholesale for 25 cents a pound and less. With a retail margin of 4 to 15 cents a pound, according to the cut, there should be cheap beef to be had the coming week if one is willing to eat lightweight cattle.

Lamb is still a sadder story, according to the wholesalers. Fine quality meat is selling for 20 cents when it brought 30 two weeks ago. Why not eat lamb this next week? It should be cheap, though to-day in the downtown markets loin chops were still 52 cents and leg of lamb 38. Twenty-eight would be nearer right, and steaming lamb should be 21. It takes time for the drop to reach the retailer, but look for it.

THE SWEET POTATO AS A BREAD AND SUGAR SAVER

Sweet potatoes are the best bargain in the vegetable market, with some competition from apples and onions.

There are Virginia potatoes, drier than any others, and New Jersey potatoes, prized more for their shape and smoothness. Bushel hampers bring \$1.00 to \$1.25, while the Virginians cost \$1.08 to \$1.33 a bushel. In the retail market the price is 5 to 6 cents a pound (4 cents in the smaller stores). At 54 pounds to a bushel the wholesale price would be about 2 to 2.5 cents a pound. A sweet potato is hardly a perishable and they should retail at three or four cents at the most.

The apple situation is an interesting one. The nation's crop is short owing to losses in the West, but New York's crop is almost four times that of last year. If we keep our apples here they should be very cheap; if they go West the prices may rise. The present case is that apples are cheaper. Baldwins, Grade A, wholesaled for \$4.50 to \$4.75 a barrel yesterday. York Imperial and Greenings about the same. They should retail for at least \$5.50 to \$5.75 a barrel delivered; fifty cents less if you take them away.

If the consumer pays 20 cents a quart for these apples, as he does in the average market, a bushel so bought would cost more than a barrel. You are penalized for a triple price—in other words for buying by the quart instead of by the barrel.

The get-together principle, saving the expense of selling and handling multitudinous small packages, means just about the saving of the 33 per cent margin that the retailer must have to do business and live under present conditions.

TRIBUNE INSTITUTE CONSUMERS' CO-OPERATIVE CLUBS

(U. S. Food Administration License G-67333.)

Telephone the Institute, Beekman 3000, for the current prices of butter, eggs, beans, etc., when delivered to clubs in semi-wholesale quantities (eggs in 15 dozen lots, with butter in any amount desired). Always the price to you is the wholesale cost, plus a fixed margin to cover expenses and jobbers' profit. You buy at practically wholesale price plus delivery expense.

The best quality candied Western fresh eggs will probably be 65 cents and the 94 score print, pasteurized, butter 68 cents the coming week.

(Wholesale market prices and conditions are based primarily on reports of the New York office of the Bureau of Markets, United States Department of Agriculture. The discussion of the retail market, its price and special war conditions are prepared in collaboration with the New York Federal Food Board.)

(The market column appears on Fridays)

N. Y. Doffs Hat To the World's Newest Nation

Throngs Pay Tribute to Czech-Slovaks at the Altar of Liberty

Will Fight Until End

Capt. Hurban Tells About Struggles of His People Against Slavery

New York yesterday paid its tribute to the newest nation in the world—the nation which exists chiefly in the hearts of the Allies and in the faith of its citizens—the Czech-Slovak nation. Thousands of persons banded themselves before the Altar of Liberty during the ceremonies held at noon in honor of Czech-Slovak day.

Captain Vladimir S. Hurban, Czech-Slovak military attaché at Washington, who recently led troops in Russia, brought a message to the city from his comrades in the field and at home. "We of the Czech-Slovak nation are very proud to be able to help in your advance against world slavery," he said. "The American people call us a baby nation, because we have been recognized in international law only a few weeks. We are a baby nation on an international point of view, but we are an old nation in the struggle against slavery."

"Four hundred years have we been struggling against German autocracy and militarism. From the very beginning of this world war every one of us who could in any way help the Allies did so. Now, after four years of hardship and suffering, every one understands our determination to carry this struggle to a victorious end as strong as it was in the beginning. Our men on the different battle fronts prove it."

"America is proving more and more that when she entered this war it was not only to give moral support; her real purpose can be seen on the battlefields. She has all wish for peace, but not a peace like the Brest-Litovsk peace, made by the Germans. We want permanent peace to be assured, and we can get such peace if we finish this struggle decisively."

"Here is the significance of America's help, which will enable us to finish the struggle decisively and will help to give us assurance that the peace will be really a democratic peace. To obtain that our blows must be continued. Our boys in France are giving them now, and must continue to give them. The first step in this direction is to give them the necessary support by buying Liberty bonds."

After the speaking the Czech-Slovak flag—a blue and white bar of red was raised at the Altar of Liberty. Then Miss May Capel, daughter of the president of the Bank of Europe, dressed in native costume, laid on the Altar a bouquet of poppies, grain, wheat and wild flowers, symbolic of the green fields of the homeland.

Clad in their light blue uniforms, fifty volunteers from the Czech-Slovak camp in Stamford, Conn., lent reality to Captain Hurban's remarks about his people's efforts in the war. In the crowd which attended the ceremonies were many workers from the East Side, representatives of the oppressed nationalities of Austria-Hungary.

Members of the official visiting party, who sat on the speakers' platform, included: Dr. Ales Hrdlicka, of the National Museum in Washington; Lieutenant J. Detekovsky, A. B. Rouzel, of the Slavonic Immigration Home; Thomas Capel, head of the Bank of Europe; Mrs. L. Motak, director of the National Council's Relief Committee; G. H. Mika, of the council's publicity department; Rudolph Ruzicka, Joseph Mrazek and the Rev. Vincent Pisek, of the Slavic Neighborhood House.

HELP WANTED FEMALE

COOK and SECOND MADE for seven-room apartment on Madison road, near 14th St. Apply to Mrs. J. H. Smith, 14th St. and Madison.

GIRLS WANTED

ON THE UNION SPECIAL OVERLOOK MACHINE. APPLY AT 10 STOCKTON ST., BROOKLYN. NEAR 14TH ST. AND 1ST AVE. THOSE NOW ON GOVERNMENT WORK NEED NOT APPLY.

GIRLS WANTED

FOR LIGHT, EAST WORK IN THE EDITORIAL DEPARTMENT OF A PROMINENT NEWSPAPER. GOOD PAY. GOOD HOURS. APPLY ROOM 30, 124 NASSAU ST.

GIRLS—Do you want to earn a good living? We pay \$10 a week to start, quick advancement, cash bonus, and a chance to learn to do clean, well-paid employment, learn to make shaving brushes. Apply HENRY M. RYNDARIK & CO., 17 Fulton St., Brooklyn.

GIRLS—Bridges wanted for immediate, good opportunity to learn, telephone work, good pay, first class training. Apply D. S. Hess & Co., 229 East 2nd St., New York.

PHOTOGRAPHY SEWERS—Table hands wanted. Apply D. S. Hess & Co., 229 East 2nd St., New York.

WATERSIDES—Polytechnic Hospital, 341 W. 50th St. Apply to the kitchen, 10th floor.

LOST, FOUND AND REWARDS

LOST—Bankbook No. 734,884 of the Union Dime Savings Bank is missing. Any person having a claim to it is hereby called upon to present the same within ten days of receipt of this notice, failing which the bank will issue a new one.

LOST—Bankbook No. 454,561 of the Union Dime Savings Bank is missing. Any person having a claim to it is hereby called upon to present the same within ten days of receipt of this notice, failing which the bank will issue a new one.

LOST—Bankbook No. 191,716, issued by the Union Dime Savings Bank, formerly by the Institution for the Savings of Merchants' Clerks. Finder will please return it to the bank.

LOST—Bankbook No. 812,872 of the Union Dime Savings Bank is missing. Any person having a claim to it is hereby called upon to present the same within ten days of receipt of this notice, failing which the bank will issue a new one.

LOST—Bankbook No. 24,904, Seamen's Bank for Savings, 75 Wall St., New York. Payment stopped and cancellation applied for. Please return to bank.

LOST—Bankbook No. 419,958, The Greenwich Savings Bank, 246 and 248 8th Ave., N. Y. City. Payment stopped. Please return to bank.

LOST—Bankbook No. 64,291, Seamen's Bank for Savings, 75 Wall St., New York. Payment stopped and cancellation applied for. Please return to bank.

LOST—Bankbook No. 275,873, Harlem Savings Bank. Payment stopped. Return to bank.

Navy Lends Over \$5,000,000

WASHINGTON, Oct. 3.—When a United States merchantman entered the port of Norfolk, Va., to-day, E. E. Polen, of the Shipping Board's Division of Operations, organized a sales crew and gathered subscriptions for \$10,250 in Liberty bonds from 117 men and officers.

On receipt of this news Chairman Hurley, of the Shipping Board, ordered organization of similar canvassing clubs at all ports. Rear Admiral Cowie, in charge of the navy's loan campaign, announced to-night that naval officers and men had subscribed more than \$5,000,000.

Schedule of Events In Loan Drive To-day

FRENCH DAY
11:30 A. M.—Reception at the Waldorf-Astoria to General Claudon, who will represent the French Embassy.
11:50 A. M.—Parade from the Waldorf-Astoria to the Altar of Liberty.
12 M.—The tricolor is presented and raised at the altar, while "The Marseillaise" is played. General Claudon will speak.
12 M.—Katherine Emmet and Corporal Oscar Moutet, of the French Foreign Legion, will speak and Orville Harrold and Eleanor de Cisneros will sing at the Sub-Treasury Building.
12 M.—Beginning at noon, the following stage folk, who will leave shortly for professional work in France, will appear at the Liberty Theatre: Julia Marlowe, E. H. Sothern, E. J. Abbe, Lois Zwell, Jessie Bonstelle, Edna Purcell, the Kouns sisters, Margaret Sumner and the Montgomery Quartet.
12 M.—Miss Elizabeth Marbury and Joseph P. Devlin will appear at the Liberty Bell, in City Hall Park.
7:30 P. M.—Sousa's Band will play at the Altar of Liberty.

Drive Planned Upon Wealthy Loan Shirkers

(Continued from page 1)

mercy at 3:30. Benjamin Strong, chairman of the Liberty Loan committee; J. P. Morgan, Allen Forbes and William H. Remick will make brief speeches. The taxation features of Liberty bonds will be discussed by A. M. Anderson, director of distribution, and Mr. Prosser will explain to the men the practical details of the work.

Called "Pinch Hitters"
An observer of the financial drives here said the group of delinquents listed to look upon themselves as "pinch hitters" in the campaign, and that they only do their part in the event of a grave emergency. Apparently these individuals never yet realized that they had been chosen to do the work.

The intensified effort will not be confined only to the 7,000 so-called shirkers, but will constitute an attempt to line up all the potential subscribers behind the loan quickly. The managers of the loan want to stress the fact that in order to raise this district's quota every one must double his subscription in the third loan. To fill the allotment of the last loan, four weeks it was necessary to lend \$36,000,000 during every working day; now it is imperative to raise \$100,000,000 daily in this district to reach the official minimum within three weeks.

Behind Third Loan Total

In the first four days of this campaign in the Second Federal Reserve District only 10.2 per cent of the quota has been filled, against 24.9 per cent in the corresponding period of the previous drive.

A statistical analysis of the accomplishment thus far in this district follows:

| New York City | Subscriptions received. | Per cent |
|---------------|-------------------------|----------|
| Manhattan | 4,282,150 | 10.2 |
| Brooklyn | 3,326,000 | 23.8 |
| Queens | 158,770 | 1.0 |
| The Bronx | 82,200 | 0.5 |
| Richmond | 75,400 | 0.5 |

New York City, \$39,000,000; \$112,577,800 19.7

New individual and corporate subscriptions exceeding \$100,000 yesterday included the following: Atlantic, Gulf and West Indies Steamship Company, \$3,000,000; Corn Exchange Bank, \$3,000,000; additionally, Citicorp Company, \$3,000,000; Contingency & Co., \$2,000,000; T. A. Gillespie Company, \$1,500,000; Hayden-Stone Company, \$1,000,000; Nevada Consolidated Copper Company, \$1,000,000; United States Mortgage and Trust Company, \$1,000,000; the Texas Company, \$1,000,000; Kennecott Copper Corporation, \$1,000,000; American Brake Shoe and Foundry Company, \$800,000; W. & J. Sloane, \$600,000; Charles Pratt & Co., \$500,000; Barratt Company, \$500,000; and the International Nickel Company, \$100,000.

The Remington Arms-Union Metallic Cartridge Company loan \$350,000 of new bonds. New York Air Brake Company and Nathan Heffheimer, each \$300,000; Aldred & Co., Niagara Fire Insurance Company, Equitable Life Assurance Society and the Massachusetts Mutual Life Insurance Company, each \$250,000; Mechanics and Metals National Bank, \$240,150; Lehn & Fink, \$200,000; Bunney & Co., \$170,000; Commercial Union Assurance Company, Ltd., \$150,000; Lionello Pereira & Co., \$101,000; and William S. Gray & Co., Delaware, Lackawanna & Western Railroad (employees), Francis L. Hine, president of the First National Bank; Fifth Carpet Company, Strong, Sturgis & Co., Fajardo, Sturgis & Co., Fajardo Sugar Company, the Hayward Company, James McCreery & Co., New York and Hudson, Rosario Mining Company, Pacific Fire Insurance Company and D. E. Sicher & Co., each \$100,000.

1% Per MONTH ON PLEDGE OF PERSONAL PROPERTY

THE PROVIDENT LOAN SOCIETY OF NEW YORK

Applications for loans of large amounts will be considered at the office at Fourth Avenue and 25th Street.

MANHATTAN
Fourth Avenue, cor. 25th Street.
Eldridge St., cor. Livingston St.
East Houston St., cor. Essex St.
Seventh Ave., bet. 48th & 49th St.
Lexington Ave., cor. 124th St.
Grand St., cor. Clinton St.
E. 72d St., bet. Lexington & 3 Ave.
Eighth Ave., cor. 127th St.

BRONX
Courtlandt Ave., cor. 148th St.

BROOKLYN
Smith St., cor. Livingston St.
Graham Ave., cor. Debevoise St.
Pittkin Ave., cor. Rockaway Ave.



W. L. DOUGLAS

"THE SHOE THAT HOLDS ITS SHAPE"

\$3.50 \$4.00 \$4.50 \$5.00 \$6.00 \$7.00 & \$8.00

You'll never need to ask "What is the price?" when the shoe salesman is showing you W. L. Douglas shoes because the actual value is determined and the retail price fixed at the factory before W. L. Douglas name and the retail price is stamped on the bottom. The stamped price is W. L. Douglas personal guarantee that the shoes are always worth the price paid for them.

Stamping the price on every pair of shoes as a protection against high prices and unreasonable profits is only one example of the constant endeavor of W. L. Douglas to protect his customers. W. L. Douglas name on shoes is his pledge that they are the best in materials, workmanship and style possible to produce at the price. Into every pair go the results of sixty-six years experience in making shoes, dating back to the time when W. L. Douglas was a lad of seven, pegging shoes.

CAUTION—Before you buy be sure W. L. Douglas name and the retail price is stamped on the bottom and the inside top facing. If the stamped price has been mutilated, BEWARE OF FRAUD.

For sale by 105 W. L. Douglas stores and over 9,000 W. L. Douglas dealers, or can be ordered direct from W. L. Douglas by mail. Send for booklet telling how to order shoes through the mail, postage free.

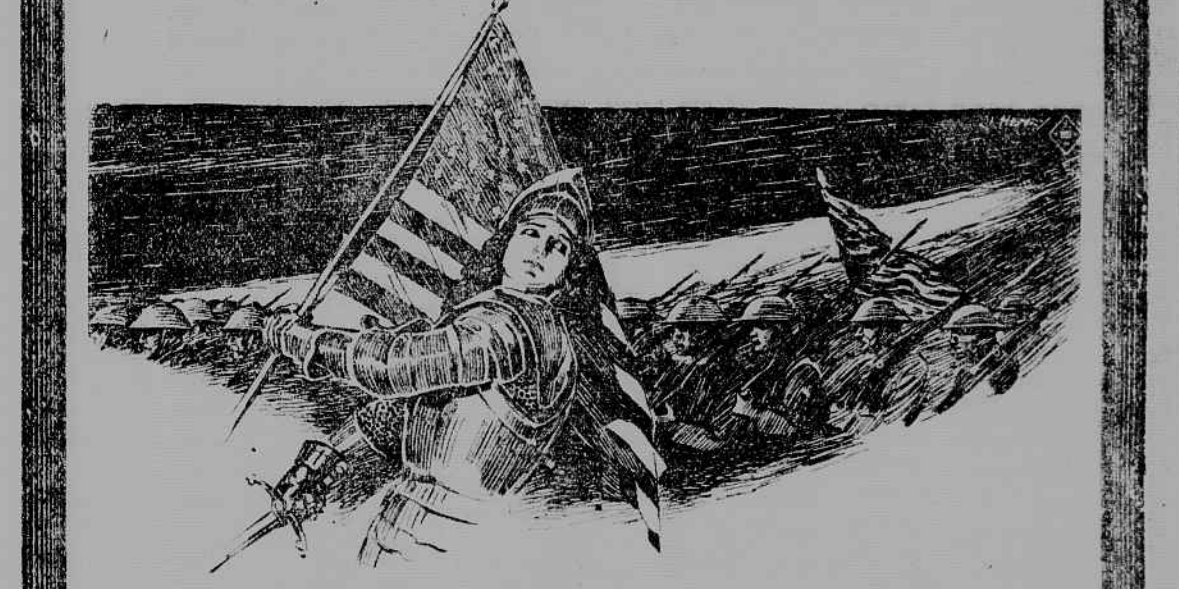
- ### W. L. Douglas Stores in Greater New York:
- | | | |
|---------------------------------|--|--------------------------------|
| 93 Nassau Street. | 3279 Third Ave., bet. 140th & 141st Sts. | 859 Manhattan Avenue. |
| 755 Broadway, cor. 8th St. | 347 Eighth Avenue. | 1779 Pitkin Avenue. |
| 847 Broadway, near 14th St. | 250 West 125th Street. | JERSEY CITY—18 Newark Avenue. |
| 1352 Broadway, cor. 36th St. | 421 Fulton Street, cor. Pearl. | HOBOKEN—120 Washington St. |
| 1495 Broadway (Times Sq.) | 706 Broadway, near Thornton St. | UNION HILL—276 Bergenline Ave. |
| 984 Third Avenue. | 1367 Broadway, cor. Gates Avenue. | SEWARK—381 Broad Street. |
| 1452 Third Avenue. | 478 Fifth Avenue, cor. 11th Street. | PATERSON—192 Market Street. |
| 2202 Third Ave., cor. 120th St. | | TRENTON—29 East State Street. |
- Stores marked with a * carry complete lines of W. L. Douglas Shoes for Women.

20 War Workers Die, 28 Hurt, in Wreck

CLEVELAND, Oct. 3.—Twenty munition plant workers were instantly killed at Bedford, ten miles south of here, this morning, when a Pennsylvania passenger train ploughed through about fifty men in a dense forest. Twenty-eight others were injured, three probably fatally. All but one of the victims lived in Cleveland.

The workmen had just alighted from a local train, which was taking them from here to the munition plant of the McMillan Interstate Company, at Bedford.

Engineer J. H. Finlay, of the passenger train, blames the accident on the fog, where they were employed. The men stood on, or were crossing, the southbound track when the northbound passenger train, running forty-five miles an hour, ran them down.



Victory!

THE word carries a thrill. It touches our fondest hopes, our deepest purpose, our pride in doing our part. It spells freedom, prosperity, a clean and decent world to live in.

Liberty Bonds equip armies, build fleets. But they do something far greater—they buy Victory.

They yield four and one quarter per cent?—Yes—and Victory!

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Lend the Fight
Buy Bonds to your utmost!